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The GfK Group

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GfK Marketing Intelligence



The GfK Marketing Intelligence Review is published as a biannual journal by the [GfK Association](#).

Police officers appreciably more popular

June 9, 2010 – Firefighters enjoy the highest levels of trust internationally. The clergy and marketing specialists have suffered a considerable deterioration in their reputation, and trust in politicians has also fallen once again. Conversely, the reputation of the police and judges has improved significantly. Bankers have also seen a slight recovery in their image at international level. These are the findings of the "GfK Trust Index 2010", which has been conducted by GfK Custom Research in 19 countries. [more >>](#)

Germans worry the most - Unemployment is Europe's greatest challenge

June 7, 2010 – The situation on the job market remains of the greatest concern, not only to Germans, but to Europeans in general. Compared with the previous year, the degree of concern has even risen slightly. In 8 out of the 11 countries surveyed, unemployment was the most frequently mentioned issue. [more >>](#)

Western Europe's Technical Consumer Goods Market shows positive growth

May 31, 2010 – Consumers in Western Europe spent EUR 46.5 billion on technical consumer goods in the first quarter of 2010, an increase of 2.7% in total compared to the same quarter in 2009. There is growth for nearly all sectors involved. All GfK TEMAX countries reported positive or stable trends and seem to be back on track. When excluding currency effects the UK market has also grown by 2.1%. [more >>](#)

UK: Election woes affecting confidence?

May 28, 2010 - The GfK NOP Consumer Confidence Index dropped by two points this month to -18. This is the third month in a row that we have seen the overall confidence level drop; and is at a similar level to early 2008 when Northern Rock was nationalised. [more >>](#)

Germany: Debt crisis weakens consumer expectations

May 26, 2010 – The crisis surrounding government debt in the eurozone and discussions about the stability of the euro have unsettled German consumers and put a slight damper on the present consumer climate. The overall indicator is forecasting a value of 3.5 points for June 2010, following a revised value of 3.7 points in May. [more >>](#)

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Strong first quarter for the GfK Group

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